

## ABSTRACT

A method and apparatus for providing virtual frequency identifiers for Internet radio. In one embodiment, a dedicated Internet radio device includes a display, memory, a selector, and a processor. The display displays a currently selected one of a number of virtual frequency identifiers in a fixed number of display positions. The memory has stored therein the virtual frequency identifiers. Each of the virtual frequency identifiers includes a fixed number of fields that encode with an integer value a different identifying attribute of Internet radio stations; however, the sizes of at least some of these fields vary between different ones of the virtual frequency identifiers. The processor is coupled to the display, the memory, and the selector to select different ones of the virtual frequency identifiers as the currently selected virtual frequency identifier.